

WHAT IS CLAIMED IS:

1. A feminine hygiene product, comprising:
 - a.) a tampon comprising an outer tampon perimeter, a withdrawal end opposed to an insertion end, said insertion end comprising a top portion and
 - b.) a tampon applicator comprising a rupturable membranous cap permanently associated with a tampon holder tube,

said tampon holder tube comprising a hollow interior portion, an interior surface, an exterior surface, an outer perimeter, a longitudinal axis, a first end dimensioned for insertion into the vaginal cavity, and a second end positioned oppositely to said first end,

said tampon being housed in said tampon holder tube within said hollow interior portion of said tampon holder tube and substantially aligned with said longitudinal axis of said tampon holder tube in a pre-expelled position,

said rupturable membranous cap covering at least a portion of said insertion end of said tampon, whereby during expulsion of said tampon from said tampon holder tube, said tampon contacts said rupturable membranous cap, thereby reorienting said tampon into a direction substantially non-aligned to said longitudinal axis of said tampon holder tube.
2. The feminine hygiene product according to Claim 1 wherein said tampon comprises a fluid permeable bag and absorbent material loosely dispersed within said fluid permeable bag.
3. The feminine hygiene product according to Claim 1 wherein during expulsion of said tampon from said tampon holder tube said rupturable membranous cap remains in association with at least a portion of said insertion end of said tampon, thereby reorienting said tampon into a direction substantially non-aligned to said longitudinal axis of said tampon holder tube.
4. The feminine hygiene product according to Claim 1 wherein during expulsion of said tampon from said tampon holder tube said rupturable membranous cap remains joined to at least a portion of said insertion end of said tampon, thereby reorienting said tampon

- into a direction substantially non-aligned to said longitudinal axis of said tampon holder tube.
5. The feminine hygiene product according to Claim 1 wherein said tampon rotates during expulsion from said tampon applicator.
 6. The feminine hygiene product according to Claim 1 wherein at least a portion of said tampon and at least a portion of said rupturable membranous cap rotate together during expulsion.
 7. The feminine hygiene product according to Claim 1 wherein said tampon applicator further comprises a plunger being slidably mounted in said hollow interior portion of said tampon holder tube, said plunger being adapted to expel said tampon through said first end of said tampon holder tube.
 8. The feminine hygiene product according to Claim 1 wherein before expulsion of said tampon, said rupturable membranous cap further comprises a region of rupture and a tampon holder tube region of rupture.
 9. The feminine hygiene product according to Claim 8 wherein said region of rupture on said rupturable membranous cap and said tampon holder tube region of rupture on said tampon holder tube are in contact with one another before expulsion of said tampon.
 10. The feminine hygiene product according to Claim 8 wherein said region of rupture on said rupturable membranous cap and said tampon holder tube region of rupture on said tampon holder tube have a configuration selected from a group consisting of C-shaped, conical, diagonal, arched, parabolic, round, and semi-spherical.
 11. The feminine hygiene product according to Claim 8 wherein said region of rupture on said rupturable membranous cap and said tampon holder tube region of rupture on said tampon holder tube comprise perforations.
 12. A feminine hygiene product, comprising:

a tampon holder tube, said tampon holder tube comprising an insertion end, said insertion end being substantially enclosed by a rupturable membranous cap comprising a region of rupture.